

OUT-OF-HOME MEDIA  
TRANSIT - PEDESTRIAN TRAFFIC

Category	Area In Square Feet	
1	Up to 3 feet	
2	Over 3 to 6 feet	
3	Over 6 to 12 feet	
4	Over 12 to 18 feet	
5	Over 18 to 30 feet	
6	Over 30 to 60 feet	

  

	Height & Width Size (Inches)	Square Feet
<u>CATEGORY 1 - Up to 3 feet</u>		
1. Bus Inside Cards - ad strips placed over windows	11 x 28	2.1
2. Subway Sides - ad strips placed over inside windows	11 x 14	1.1
3. Subway Sides - ad strips placed over inside windows	11 x 21	1.6
4. Subway Sides - ad strips placed over inside windows	11 x 28	2.1
5. Trash Receptacles - (6-sided) ad placed on sides	24 x 12	2.0
6. Shopping Carts - ad placed on front of supermarket shopping carts	8 x 6	.3
7. Racetrack Dioramas - backlighteds ads placed in race-track betting areas	60 x 72	3.0
<u>CATEGORY 2 - Over 3 to 6 feet</u>		
1. Bus Inside Cards - ad strip placed over windows	11 x 42	3.2
2. Bus Inside Cards - ad strip placed over windows	11 x 56	4.3
3. Bus Inside Cards - ad placed overhead between strips	22 x 21	3.2
4. Bus Inside Cards - ad placed directly opposite rear exit door	16 x 44	4.9
5. RR End Space & Side of Door - ad placed at either side of exit doors	33 x 21	4.8

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	<u>Height &amp; Width</u>	
	<u>Size</u> <u>(Inches)</u>	<u>Square</u> <u>Feet</u>
6. RR Over Door - ad placed over exit door	16 x 38	4.2
7. Trash Receptacles - (4-sided) ads placed on sides	22 x 21	3.2
8. Subway Sides - ad strip placed inside over windows	11 x 42	3.2
9. Subway Square Ends - ad placed at either end of car	22 x 21	3.2
10. Subway Square Side of Door - ads placed at either side of exit	22 x 21	3.2
11. Subway Top Ends - ad placed above end-of-car doors	16 x 39	4.3
12. Subway Top Ends - ad placed above end-of-car doors	16 x 44	4.9
13. Taxis - ad placed outside on taxi roof	14 x 48	4.7

CATEGORY 3 - Over 6 to 12 feet

1. Bus Traveling Display - ad placed on outside of bus, left of rear exit door	21 x 44	6.4
2. Bus Taillight Spectaculars - ad placed outside on back of bus	21 x 72	10.5
3. RR Terminal Panels (One sheet) - ads placed on walls in platform area	46 x 30	9.6
4. Subway Station Posters (One sheet) - ads placed on walls in entrance and turnstile area	46 x 30	9.6
5. Subway Commuter Clocks - located in stations and on platforms, backlighted ad is placed on side of clock	20 x 45	6.3
6. Mobile Displays - ad is placed on side or back of small "canteen" truck	25 x 60	10.4

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		Height & Width	Square
		Size (Inches)	Feet
<u>CATEGORY 4</u> - Over 12 to 18 feet			
<u>N O N E</u>			
<u>CATEGORY 5</u> - Over 18 to 30 feet			
1. Bus King Size Posters - ad placed on outside of bus below windows, between exit doors		30 x 144	30.0
2. Bus Queen Size Posters - ad placed on outside of bus below windows, between exit doors		30 x 88	18.3
3. Bus-O-Rama - backlighted ad placed outside above side windows; (Two positions - rear (middle) exit door to end of bus or rear (middle) exit door to front of bus)	EACH	20 x 142	19.7
4. RR Terminal Panels (2 sheets) - ads placed in platform area (overhead)		46 x 60	19.2
5. RR Terminal Panels (2 sheets) - ads placed on walls in platform area		84 x 42	24.5
6. Subway Station Posters (2 sheets) - ads placed in entrance and turnstile area		46 x 60	19.2
7. 3 Sheets - ads placed low on sides of small build- ings and shopping areas		80 x 39	21.7
8. Bus Shelters - backlighted ads placed in bus stop shelter enclosures		64 x 48	21.3
9. Racetrack Diorama - backlighted ads placed in race- track betting areas		44 x 64	19.6

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	Height & Width Size (Inches)	Square Feet
<u>CATEGORY 6</u> - Over 30 to 60 feet		
1. 6 (or 8) Sheets - ads placed on sides of small buildings and shopping areas (between first and second floors)	60 x 132	55.0
2. 7 Sheets - ads placed on sides of small buildings and shopping areas (between first and second floors)	81 x 89	50.0

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